

abilities innovation venture team money
owner business leadership management
entrepreneur
initiative manager motivation capital
action enterprise successful
risk vision
responsibilities solutions

WHAT IS AN ENTREPRENEUR

FINANCIAL RISK

PROBLEM-SOLVER

INNOVATOR

SMALL BUSINESS

ENTERPRISING



Kevin Plank

WHY BECOME AN ENTREPRENEUR?



1.) TIME

2.) FULFILLMENT

3.) OWNERSHIP

4.) CONTROL PROFITS

5.) WORK ENVIRONMENT

ITS NOT ALWAYS ABOUT MONEY

BENEFITS

- INDEPENDENCE
- LOVING WHAT YOU DO
- FINANCIAL REWARD
- SELF-ESTEEM

COSTS

- FAILING
- OBSTACLES
- FINANCIAL INSECURITY
- TIME AND EFFORT

**DO YOU HAVE
WHAT IT TAKES?**

DISCOVERING OPPORTUNITIES

Think, Observe, Listen



- 1.) Exploit Changes in the World
- 2.) Problems create opportunities
- 3.) Constantly Search
 - What frustrates me when I try and buy something?
 - What product/service would make things better/easier?
 - What isn't effective in your life?
- 4.) Use your Imagination
- 5.) Identify Needs/Wants of the Market

A Business Opportunity is:



- 1.) Attractive to Customers
- 2.) It will work in your business environment
- 3.) Executed in the window of opportunity that exists
- 4.) You have the resources and skills to create the business.



OWNERSHIP OPPORTUNITIES

ACQUISITION, FRANCHISE, START-UP, NEW

FRANCHISES

EASY TO START

PROVEN BUSINESS

CUSTOMER BASE

SUPPORT





US Patent and Trademark Office

ETHICS

MAKE SURE IT IS YOUR IDEA



WHAT IS SUCCESS?

WHAT WILL INDICATE THAT YOUR VENTURE IS SUCCESSFUL?

FOLLOW THE MARKETING CONCEPT



WHY DO BUSINESSES FAIL?

